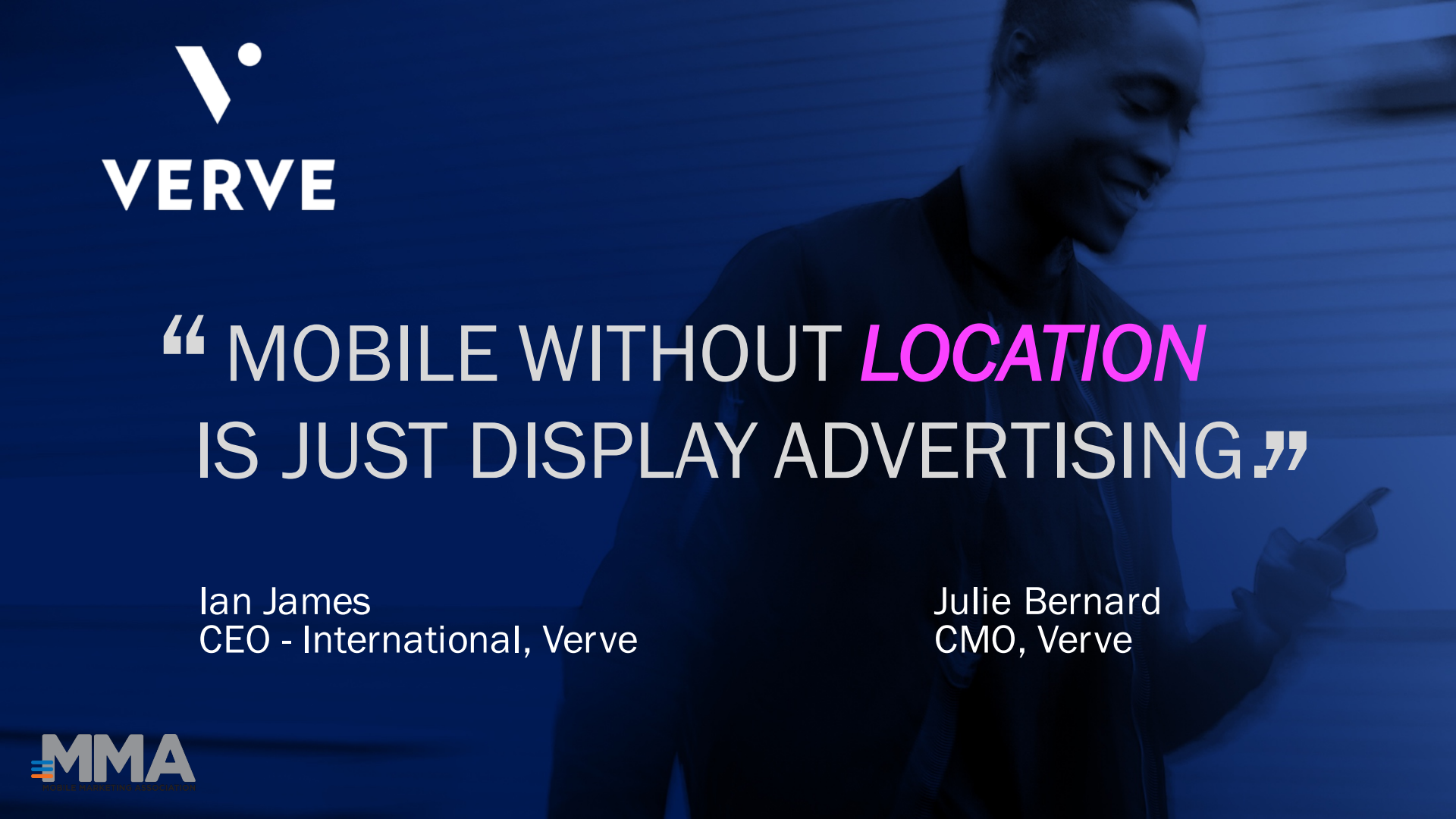
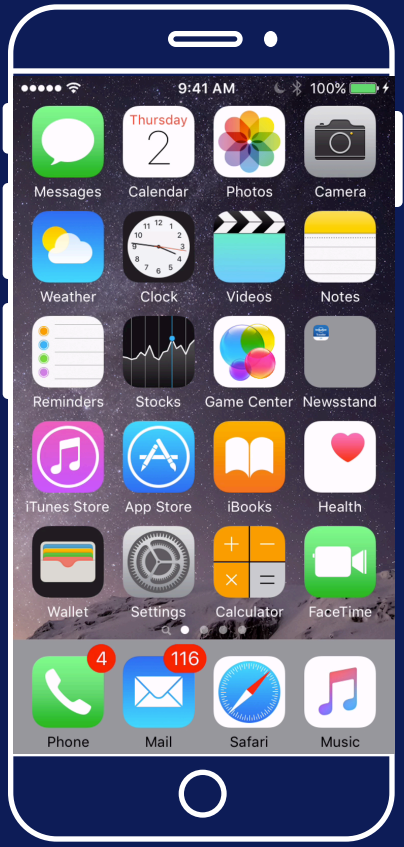

VERVE
“ MOBILE WITHOUT LOCATION
IS JUST DISPLAY ADVERTISING.”
Ian James
CEO - International, Verve
Julie Bernard
CMO, Verve
MMA
MOBILE MARKETING ASSOCIATION


9:41 AM
100%
Messages
Calendar
Thursday
2
Photos
Camera
Weather
Clock
Videos
Notes
Reminders
Stocks
Game Center
Newsstand
iTunes Store
App Store
iBooks
Health
Wallet
Settings
Calculator
FaceTime
4
116
Phone
Mail
Safari
Music

VERVE


WITH
MOBILE,
EVERY
ACTION IS

People share their data with high expectations.



"I always say 'yes.' I like it better when it uses your location ONLY when you are using the app. I think geo location is good because it connects me with the brands around me."

"To have an app that is about shopping for clothes, taking pics, or playing games ask for your exact location is offsetting. GPS is the only time I comfortably turn on my location."

"I usually press yes for location services on apps but not always. Some apps give me perks and show me local info, so they require location, and that doesn't bother me at all."

WE CREATE MOBILE EXPERIENCES TO



ACT NOW

Drive immediate foot traffic and sales

ACT LATER

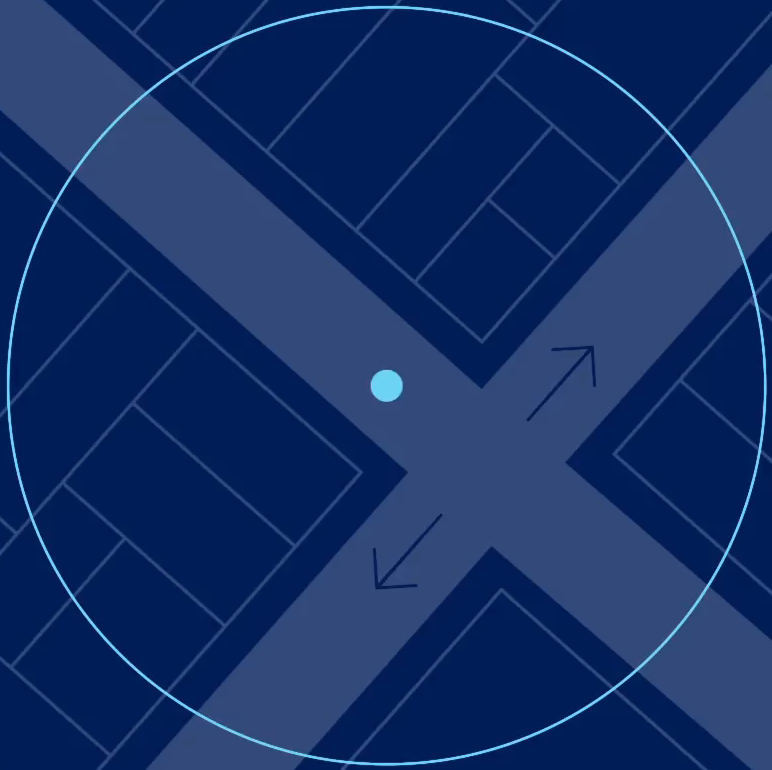
Drive consideration, and future foot traffic and sales


Location is
core to delivering
the right
mobile
experience.

Location “accuracy” is an Evolving science. Precise, but not perfect.

“You have arrived at your destination”

“I have?”



VERVE KINETIC

Verve's patented location Intelligence approach



Verified Device and Location



POI Visit Association

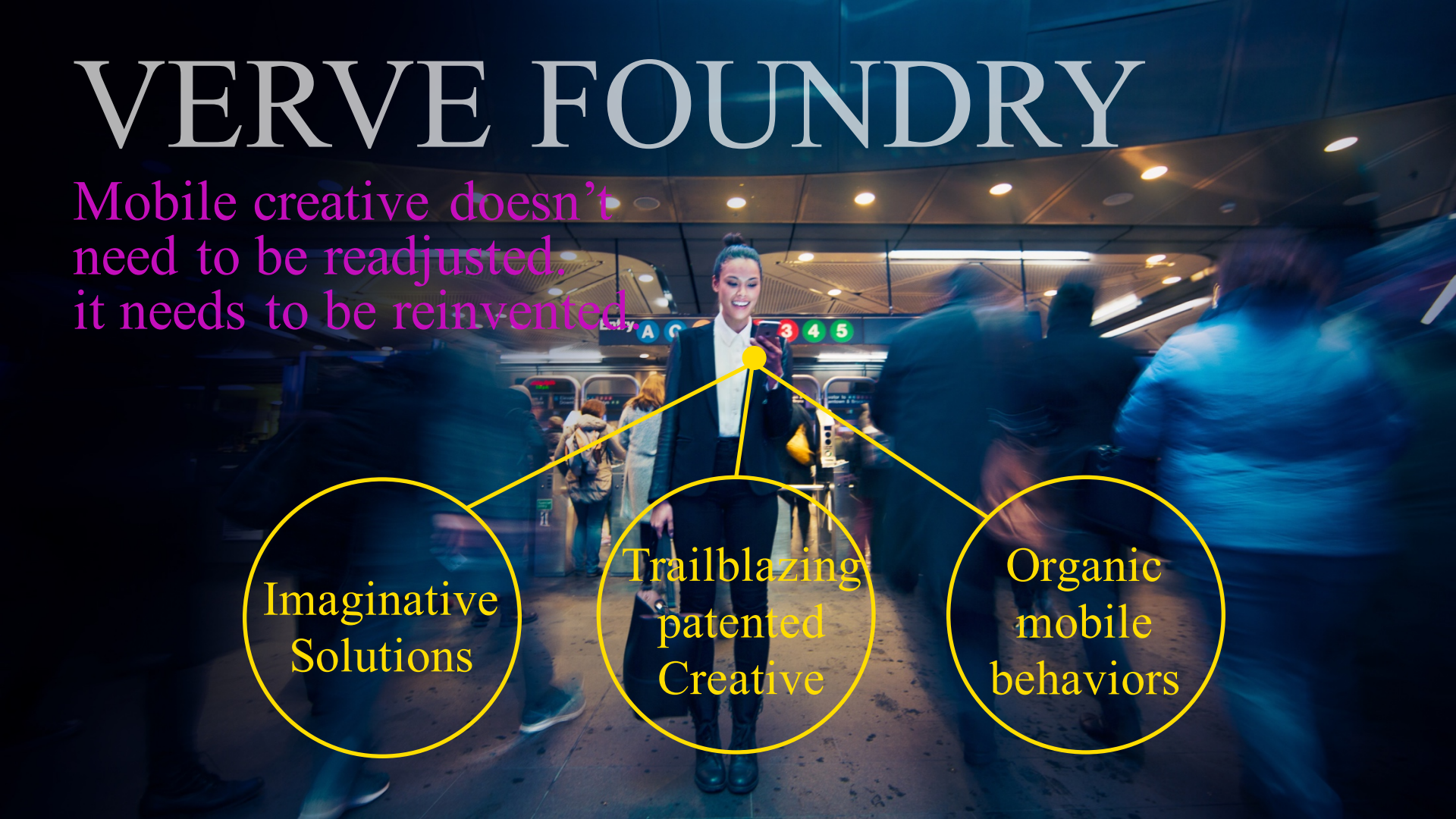


Reach extension


The right data leads to destinations, not SIMPLY locations.

VERVE FOUNDRY

Mobile creative doesn't need to be readjusted. it needs to be reinvented.



Clicks on desktop are taps on mobile. Verve designers deliver

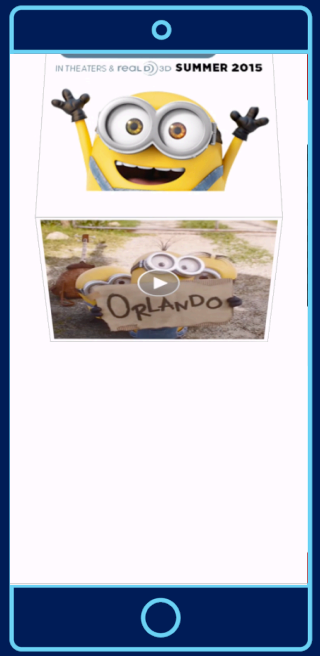
meaningful Memorable magical

Moments.

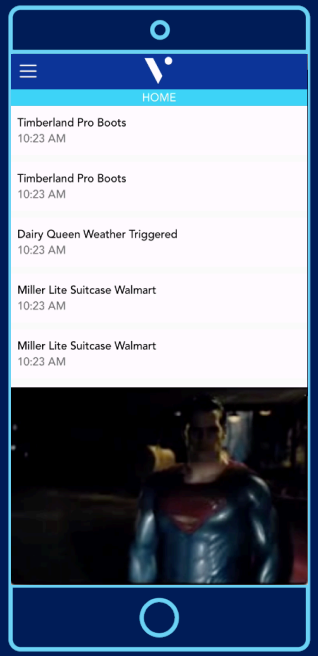


High impact does not mean intrusive.

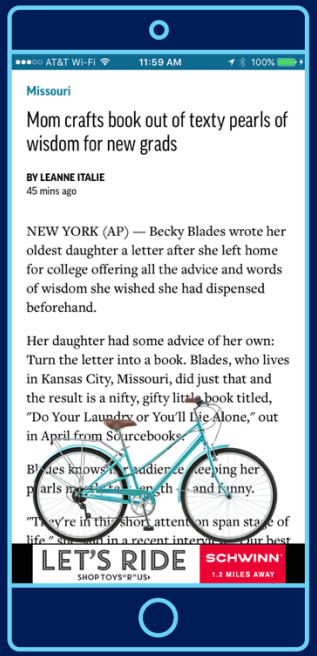
tilt

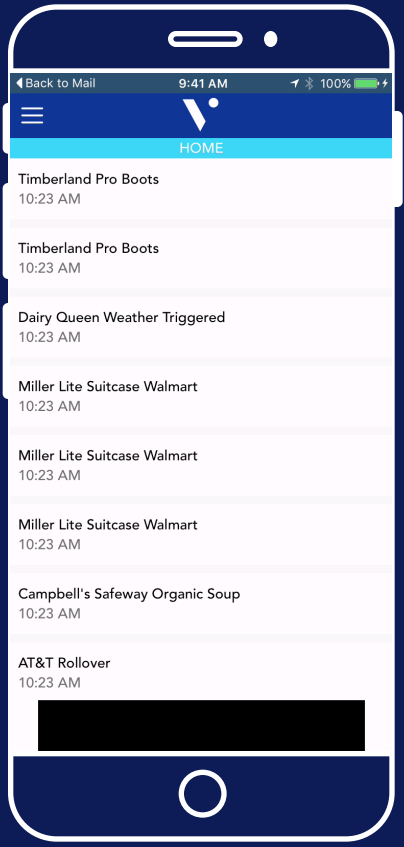


video



Takeovers

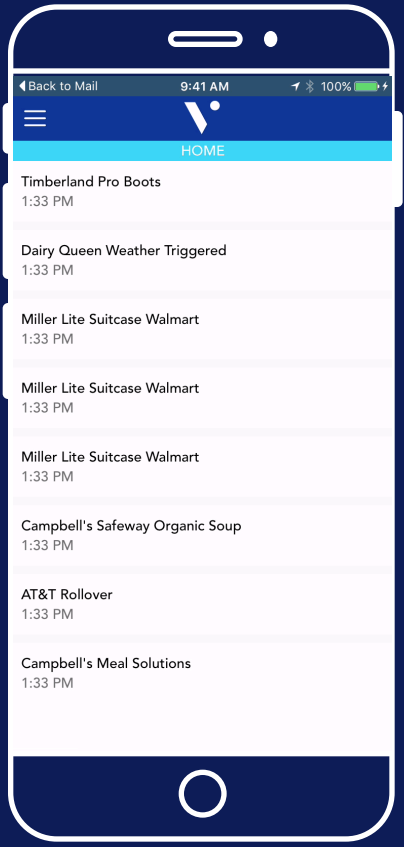



Back to Mail
9:41 AM
100%
HOME
Timberland Pro Boots
10:23 AM
Timberland Pro Boots
10:23 AM
Dairy Queen Weather Triggered
10:23 AM
Miller Lite Suitcase Walmart
10:23 AM
Miller Lite Suitcase Walmart
10:23 AM
Miller Lite Suitcase Walmart
10:23 AM
Campbell's Safeway Organic Soup
10:23 AM
AT&T Rollover
10:23 AM

VERVE video



VERVE tilt



VERVE takeover

Verve decision intelligence



Location context matters - informs initial campaign strategy

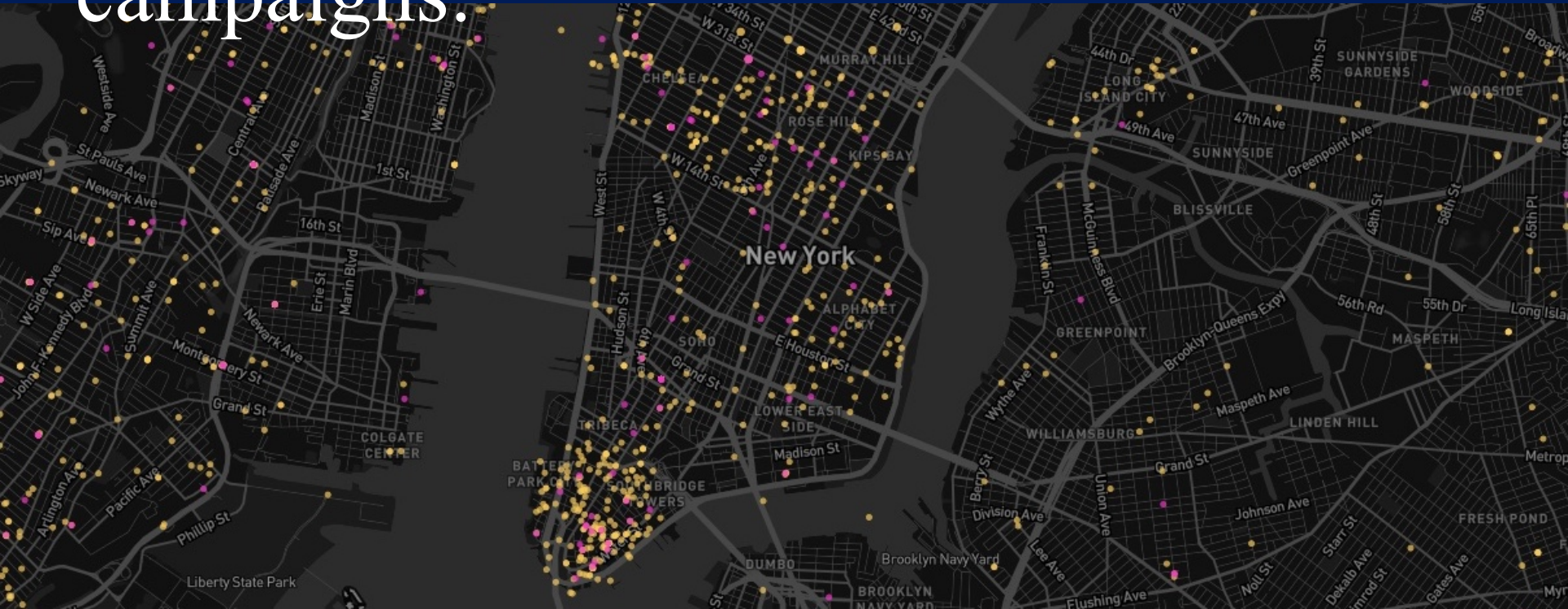


Verve Momentum: proprietary campaign measurement to tie sales to media investment



Flexible Audience options connecting advertisers to desired consumers

Visualization allows you to see your customers and inform future campaigns.





VERVE



VERVE


VERVE



VERVE


VERVE



VERVE



VERVE


SEIKO
ASTRON
GPS SOLAR
SEIKO
ASTRON
GPS SOLAR
Security North
How busy is Security?
North
South
This is the cloud that is helping cure cancer.
Barluccio's
Fast Track

VERVE



VERVE


VERVE

Location *Context* matters

1

Media
- Premium partners with desirable audiences
- Essential component of well-rounded media mix strategy

2

Data Science & Technology
- High quality, 1st party data
- Patented algorithms for precise location verification, household matching, reach extension
- Contextual knowledge to infer consumer intent and likelihood of response

3

Creative
- Mobile first, built the way people naturally behave with their device
- Trailblazing imaginative and engaging content that is meaningful, memorable, magical

4

Performance
- Pre-campaign strategy, design and audience visualization
- Experimental design to advance knowledge and improve results
- Post-campaign measurement

VERVE